



Attorney's Docket No. 023895.257070

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re: Poage et al. Confirmation No.: 9114  
Appl No.: 09/385,414  
Filed: August 30, 1999  
For: APPARATUS AND METHOD FOR CREATING A MARKETING  
INITIATIVE

Mail Stop ISSUE FEE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUBMITTAL OF DRAWINGS UNDER  
37 CFR § 1.85(c)**

In response to the requirement for new drawings as set forth in Paper No. 5 in the above application, there is enclosed herewith one set (8 sheets) of new drawings. It is requested that these new drawings be substituted for the originally filed drawings.

Respectfully submitted,

W. Kevin Ransom  
Registration No. 45,031

**Customer No. 00826**  
**ALSTON & BIRD LLP**  
Bank of America Plaza  
101 South Tryon Street, Suite 4000  
Charlotte, NC 28280-4000  
Tel Charlotte Office (704) 444-1000  
Fax Charlotte Office (704) 444-1111

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to:

Mail Stop ISSUE FEE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on July 27, 2005

  
Elaine Kelly